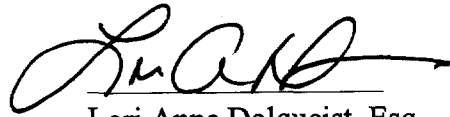


Respectfully submitted,

A handwritten signature in black ink, appearing to read "L. Anne Dolqueist", with a long horizontal flourish extending to the right.

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April 8, 1997

APPENDIX

Descriptions of Organizations

CENTER FOR MEDIA EDUCATION

The Center for Media Education (CME) is a national non-profit organization dedicated to improving the quality of the electronic media. CME fosters telecommunications policymaking in the public interest through its research, advocacy, public education, and press activities. Founded in 1991, to carry on the work of Action for Children's Television, CME's primary focus is children. At the national and state levels, CME is working with education, library and child advocacy organizations to expand the access of poor and minority children to new educational technologies in school and at home. CME is partnering with several state child advocacy groups in campaigns to promote telecommunications policies on behalf of children and disadvantaged families.

AMERICAN PSYCHOLOGICAL ASSOCIATION

The American Psychological Association (APA) is the largest scientific and professional organization representing psychology in the United States with membership that includes more than 151,000 members and affiliates. Many of our members have a long history of involvement in social policy that affects children, youth, and families. We share the concerns of parents, educators, child advocates and other who disagree with the creation of an age-based television ratings system.

CENTER FOR MEDIA LITERACY

The Center for Media Literacy (CML), with national offices in Los Angeles, CA, is a not-for-profit membership organization providing leadership, training and the publication/distribution of booklets, videos and teaching materials on topics such as violence in the media, children and television, media and politics, sexism/racism in media and tobacco/alcohol advertising. With an active membership of 2000+ and a service base of over 1,000 individuals and institutions, the CML is the "nerve center" for the growing media literacy movement in schools, churches, afterschool programs and community centers throughout the United States.

CHILDREN'S DEFENSE FUND

The Children's Defense Fund (CDF) exists to provide a strong and effective voice for all the children of America, who cannot vote, lobby, or speak for themselves. CDF pays particular attention to the needs of poor and minority children and those with disabilities. The goal of CDF is to educate the nation about the needs of children and encourage preventive investment in children before they get sick, drop out of school, suffer family breakdown, or get into trouble.

CDF focuses on programs and policies that affect large numbers of children, rather than on helping families on a case-by-case basis. CDF gathers data and disseminates information on key issues affecting children. CDF monitors the development and implementation of federal and state policies. CDF provides information, technical assistance, and support to a network of state and local child advocates, service providers, and public and private-sector officials and leaders. CDF pursues an annual agenda in the U.S. Congress and in states where it has offices. CDF educates hundreds of thousands of citizens annually about children's needs and responsible options for meeting those needs.

CDF is a national organization with roots in communities across America. CDF maintains state offices in Minnesota and Ohio; local project offices in Marlboro County (South Carolina), Columbus, Greater Cincinnati, and New York City; and a Black Community Crusade for Children (BCCC) southern regional office in Jackson, Mississippi. CDF has developed cooperative projects with groups in many states.

CHILDREN NOW

Children Now is a non-partisan, independent voice for America's children. Using innovative research and communications strategies, Children Now promotes pioneering solutions to problems facing America's children. Recognized nationally for its policy expertise, up-to-date information about the status of children and leading work with the media, Children Now focuses particular attention on the needs of children who are poor or at risk while working to improve conditions for all children by making them a top priority across the national. Children Now is financed through foundation grants, individual donations and support from the corporate community.

CULTURAL ENVIRONMENT MOVEMENT

The Cultural Environment Movement (CEM) is a non-profit coalition of more than 150 organizations and 6,000 individual supporters in every state of the United States and 57 other countries on 6 continents. Its affiliates come from many social justice backgrounds, but they are united in working for freedom, fairness, gender equity, general diversity and democratic decision making in mass media employment, ownership, and representation. CEM seeks to reclaim the power of cultural storytelling from global mass media conglomerates, and return it to the people and cultures themselves.

INSTITUTE FOR PUBLIC AFFAIRS OF THE UNION OF ORTHODOX JEWISH CONGREGATIONS OF AMERICA

The Institute for Public Affairs of the Union of Orthodox Jewish Congregations of America (IPA) is the non-partisan public policy research and advocacy center created to represent and mobilize the world's largest Jewish community. As the public policy arm of the nation's largest representative Orthodox Jewish organization -- with over 1,000 member synagogues nationwide -- the IPA works to protect Jewish interests and freedoms by providing government officials with informative policy briefings, advocating legislative and regulatory initiatives, and coordinating our constituency's grass-roots political activities. Importantly, the

IPA works to bring the unique perspective of Jewish law and tradition to bear upon the widest range of public policy issues confronting American society at large, thus seeking to fulfill our mission to work for the betterment of the world -- *tikkun olam* -- for all of humankind.

MEDIA CENTER OF THE JUDGE BAKER CHILDREN'S CENTER

The Media Center of Judge Baker Children's Center (The Media Center) was created to foster collaboration between media artists, mental health professionals, and educators to promote the health and well-being of children. Given the powerful influence of media on the lives of children -- especially those with limited resources -- it is imperative that organizations such as The Media Center, which has served disadvantaged children for over 75 years, should take a leading role in supporting the positive uses of media and ameliorating its potentially negative impact. The Media Center carries out its mission through production, consultation, advocacy, training, and research.

NATIONAL ALLIANCE FOR NON-VIOLENT PROGRAMMING

The National Alliance for Non-Violent Programming (NANP) is a unique organization created to counter media violence with media literacy, the ability to access, analyze, evaluate, and influence communication in a variety of forms. A network of ten national not-for-profit organizations with a long history of effective community involvement, training, and education, NANP is solidly grounded in communities throughout the United States and beyond. Its member organizations represent 2.0 million people in more than 3,000 local chapters. Each of the organizations is dedicated to active citizen involvement in community solutions, providing a vital core for NANP's local initiatives.

Since its inception, NANP has worked with community groups throughout the country to develop unique strategies appropriate to the individual community. Efforts in Kansas City, KS/MO; Greenwich, CT; Monterey/Santa Cruz, CA; Plano, TX; Nashville, TN; Greensboro/Highpoint, NC; and Augusta, GA have varied in their approach to achieve their c\shared desired outcome. NANP serves as a catalyst, technical support, and a source of issue expertise to each of these initiatives.

The organization's headquarters in Greensboro, NC serves as the information, technical assistance, materials distribution, and network center for member organizations, local initiatives, and the general public.

NATIONAL ASSOCIATION FOR FAMILY AND COMMUNITY EDUCATION

The National Association for Family and Community Education (FCE) is a 61 year old volunteer organization of over 30,000 members nationwide. The mission is to strengthen individuals and families through education, leadership and action. A major issue FCE has been working on is its Family ChoicE-TV project to improve television for children.

NATIONAL ASSOCIATION OF ELEMENTARY SCHOOL PRINCIPALS

Established in 1921, the National Association of Elementary School Principals (NAESP) serves 27,000 elementary and middle school principals nationwide, in Canada, and overseas. Dedicated to educational excellence and high professional standards among K-8 educators, NAESP works at the national, state and local level to help school leaders provide the best possible education to the children and youth in their schools. Headquartered in the Washington, D.C. metropolitan area, NAESP has an affiliate in every state.

NATIONAL ASSOCIATION OF SCHOOL PSYCHOLOGISTS

The National Association of School Psychologists (NASP) represents more than 24,000 school psychologists and related practitioners who serve the education and mental health needs of children, adolescents, young adults, and families. NASP serves its members and society by promoting the rights, welfare, education and mental health of children and youth; and advancing the profession of school psychology.

NATIONAL COALITION ON TELEVISION VIOLENCE

The National Coalition on Television Violence (NCTV) is a tax exempt, nonprofit, membership organization, established in 1980. The primary goal is to reduce the amount of gratuitous violence on television by educating the public about the harm violence as entertainment is doing to society. From 1980 to 1990, NCTV monitored prime time and Saturday morning programming for children. In the 1990's NCTV has continued public education efforts and supports activities of legislative and private sector individuals and organizations working to develop regulatory and technological tools that will give viewers control over the programming coming into their homes.

NATIONAL COUNCIL OF LA RAZA

The National Council of La Raza (NCLR), the largest Hispanic constituency-based organization in the United States, is a private, nonprofit organization representing more than 200 affiliates -- community-based organizations that provide education, employment, housing, immigration, and social services to more than three million Hispanics annually.

NATIONAL EDUCATION ASSOCIATION

The National Education Association (NEA) was founded in 1857 to "advance the interest of the profession of teaching and to promote the cause of education in the United States." A leader in school reform the Association has invested more than \$70 million in public education improvements since 1983, the year of the watershed status report on American Education, *A Nation at Risk*. NEA seeks a quality education for each child in safe schools where children can learn the basics, practice values such as responsibility and teamwork, and prepare for jobs of the future.

NEA is the nation's largest professional employee organization. Its more than 2.2 million members include elementary and secondary teachers, higher education faculty, educational support personnel, school administrators, retired educators, and college students preparing to become teachers. NEA has 52 state-level affiliates: 50 state association, the Federal Education Association, and the Asociacion de Maestros de Puerto Rico. NEA's more than 13,250 local affiliates include some 500 higher education affiliates.

NATIONAL INSTITUTE ON MEDIA AND THE FAMILY

That National Institute on Media and the Family (the Institute) is a national resource for research, information and education about the impact of the media on children and families. Based in Minneapolis, Minnesota, the Institute was created to provide information to parents and other adults about media products and their likely impact on children so they can make informed choices.

The National Institute on Media and the Family is non partisan and non sectarian and does not advocate censorship of any kind. The Institute committed to partnering with parents, organizations and corporations in using the power of the free market to create a healthier media diet for families, so that we have healthier, less violent communities.

NATIONAL PARENT TEACHER ASSOCIATION

The National Parent Teacher Association (National PTA) is a § 501(c)(3) non-profit association comprised of over 6.5 million parents, teachers, and other child advocates devoted to pursuing quality educational and informational television for children and youth. The National PTA has a long history of supporting policies that increase the amount of quality children's programming, reduce the amount of violent programming, provide critical viewing skills, and oppose commercials targeted to children that are deceptive and that advertise products that are hazardous to children's health.

PUBLIC MEDIA CENTER

Founded in 1974, Public Media Center (PMC) is a 501(c)(3) nonprofit media and communications agency specializing in social marketing campaigns which raise the public's awareness of health, social, environmental, and community issues, including campaigns on the environment, population, women's health, public health, AIDS education, media fairness, social justice and civil rights. In the twenty-three years since its founding, PMC has served over thousands of clients at the local, regional and national levels. All clients have been nonprofit organizations or governmental agencies.

TEACHERS FOR RESISTING UNHEALTHY CHILDREN'S ENTERTAINMENT

Teachers For Resisting Unhealthy Children's Entertainment (TRUCE) is a group of educators from diverse settings who are deeply concerned about how children's entertainment and toys are affecting the play and behavior of children in our classrooms. We are a grassroots

which provides written educational materials for teachers across the country to copy and distribute in their schools and wider communities.

TRUCE's goals are: (1) to raise public awareness about the negative effects of violent and stereotyped toys and media on children, families, schools, and society; (2) to work together to limit the harmful influence of unhealthy entertainment; (3) to provide children with toys and activities that promote healthy play and non-violent behavior at home and school; and (4) to create a broad-based effort to eliminate marketing to children and to reduce the sale of toys of violence.